

## REMARKS

Claims 1-3 and 6-10 stand rejected under 35 U.S.C. 103(a) as being obvious over Halliday et al. (U.S. Patent No. 5,880,740) in view of Mellgren, III et al. (U.S. Patent No. 6,085,126). In response, Applicant has amended the claims to further define the present invention, and respectfully traverses. Applicant respectfully traverses because the cited references do not teach generating a plurality of control blocks based on a program which is downloaded from a WWW server, where the control blocks develop images in a memory based on the image information which is downloaded from the WWW server.

The Halliday et al. reference discloses a computer graphical image manipulation and transmission system that enables the user to create a composite image using an input device, such as a mouse. The image may be further converted into a standard bit map file for use in other programs, or may take the form of a data structure containing zone coordinates and image identifiers, which allows image modification in the transfer of a complex image by sending a relatively small amount of data. In particular, an image manipulation and viewing mechanism can be utilized in standard applications adapted to receive and manipulate composite image applications, and is adapted for use with web browsers capable of displaying the composite images as embedded images in web documents (see the Abstract). While the Halliday et al. reference discloses a computer graphical image manipulation system usable with a web browser, it merely discloses a system for manipulating a graphical composite image composed of elements selected by a user from

sequentially displayed members of stored image sets. Applicant believes that the Halliday et al. reference does not teach or suggest generating a plurality of control blocks based on a program which is downloaded from a WWW server, where the control blocks develop images in a memory based on the image information which is downloaded from the WWW server. Furthermore, as indicated by the Examiner the Halliday et al. reference does not teach displaying the developed image corresponding to a business which is selected from another image which is being displayed.

The Mellgren, III et al. reference discloses a system for creating and ordering custom design imprintable media. One or more computers are coupled to a central computer first computers are configured and arrange the input that enables custom design information to engrave on a imprintable medium, and the custom design information can include text, clip-art, and size and shape of the imprintable medium. Applicant believes that the Mellgren, III et al. reference does not teach generating a plurality of control blocks based on a program which is downloaded from a WWW server, where the control blocks develop images in a memory based on the image information which is downloaded from the WWW server.

In contrast, an object of the present invention is to eliminate the problems described on page 2, lns. 2-22 of Applicant's specification. In order to achieve this object, is necessary that a browser request image information and a program from the WWW server and download the image information on the program to generate a plurality of control blocks based on the program which is downloaded. The control blocks develop images in the

memory based on the image information which is downloaded by the browser. As described in Applicant's specification, it is possible to shorten the time conventionally required to download and analyze a HTML document and to generate an image which is to be displayed. Furthermore, it is possible to quickly display and switch the image, and to exchange data among the displayed images, as described on pg. 3, Ins. 1-9 of Applicant's specification. Since Applicant believes that these features are not taught or suggested in the cited references, claims 1-3, 6, and 8-10 are believed allowable over the art of record.

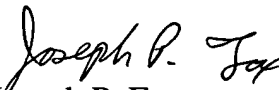
Claims 4-5 stand rejected under 35 U.S.C. 103(a) as being obvious over Halliday et al. and Mellgren, III et al., and further in view of Bretschneider et al. (U.S. Patent No. 6,128,629). The Bretschneider et al. reference teaches timing regarding development and deletion of images. Applicant submits that the Bretschneider et al. reference does not teach or suggest the subject matter of the base claim 1 from which claims 4-5 depend upon. Accordingly, Applicant submits that the §103 rejection of claims 4-5 has also been overcome for the same reasons mentioned above to overcome the rejection of independent claim 1. Applicant respectfully requests that the §103 rejection of claims 4-5 be withdrawn.

New claims 11-19 are added for consideration. These claims recite further features of the present invention, and are believed to contain no new matter. For the reasons recited above with respect to the rejection of independent claims 1 and 8, these claims are also considered to be in condition for allowance, which is earnestly solicited.

For all of the above reasons, Applicant requests reconsideration and allowance of the claimed invention. The Examiner should call Applicant's attorney if an interview would expedite prosecution.

Respectfully submitted,

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